

Digital inclusion in Sweden done in the “Digidel way”

Elisabet Ahlqvist

National Coordination of Libraries, National Library of Sweden), Stockholm, Sweden.

E-mail address: elisabet.ahlqvist@kb.se



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Abstract:

During 2010 a national campaign called Digidel2013 were launched in Sweden. Digidel2013 was a network of organizations that had a common goal, to reduce the digital exclusion by 500 000 people. In 2010 1,5 million Swedes were excluded, in 2013 that was reduced to 1 million.

A focus on the feeling of being included from the individual’s point of view has been an important parameter to monitor through the Swedish Internet statistic.

Digidel2013 was a national network and campaign that worked towards a common goal, but with each organisations mission as a base. All over Sweden projects were launched, giving Internet instructions, training sessions and mini courses, often at a library but in cooperation with other organisations or partners.

Digidel has influenced the library plans and the cultural plans. And it is also possible that the focus on digital inclusion have made an impact on the Swedish Library Act.

Big five of building a movement:

- 1. Interest driven (make it playful).*
- 2. Free access (a place to go, a person to ask).*
- 3. Free of charge (at the first steps of learning).*
- 4. Networks (at the national, regional and local level).*
- 5. Build a brand.*

The name Digidel is short of digital delaktighet, digital inclusion.

Keywords: digital inclusion, network organization, free access

THE STARTING POINT

On the 3 of December 2009 thirteen organizations¹ signed a common proclamation, a commitment to reduce the digital divide² in Sweden.

The signatories committed to a common goal:

“Based on our respective organizations' mission and vision, we will cooperate to reduce the digital divide by at least 500 000 people at the end of 2013.

During the autumn of 2009 a small group of dedicated people from the library sector and Folkbildningen³ (from now on called Peoples Education) worked very hard to convince the participating organizations to commit to a common proclamation including the goal. Since the participating organizations were so different from each other, and had very different missions and goals the biggest challenge was to find the right balance of the proclamation, not excluding any organization but still creating a common ground.

Up to 2010 no coordinated attempts to reducing the “digital divide” had been launched in Sweden. The Peoples Education had an assignment from the government to reduce the digital divide, but this assignment did not include cooperation with other organizations.

Why a proclamation?

In 2009 it was estimated that 1.7 million Swedes was excluded from the digital society, either not using the Internet at all, or very infrequent⁴. Nearly a quarter of the Swedish population was digitally excluded!

It became evident that most of the statistical surveys were cut in the upper edge, leaving the elder seniors outside the sampling frame. Only one survey included all adults regardless of age, *The Swedes and the internet*.⁵ The statistical picture gave us clear evidence for what was seen at the libraries reference desks. Certainly the seniors were excluded, the largest non-users group, but in all ages, and from all social classes there were people feeling left outside of the digital society, lacking the know-how. Patrons were more and more requesting help for digital services outside the library systems.

¹ The National Library of Sweden was one of the signatories, the others are named in Appendix <http://www.kb.se/dokument/Bibliotek/projekt/digitaldelaktighet/Uppropsaffisch.pdf>

² At 2009 “digital divide” was the common way of expressing digital exclusion, and I have kept it in the translation, even though we nowadays usually talk about inclusion or exclusion. See also <http://www.internetworldstats.com/links10.htm>

³ The term 'folkbildning' is difficult to translate into English, explanation is given at this URL <http://www.folkbildningsradet.se/Folkbildning/Oversattningar/English-translations/>

⁴ The Swedes and the internet https://www.iis.se/docs/Svenskarna_och_Internet_20091.pdf p.64

⁵ The Swedes and the internet <http://www.internetstatistik.se/om-internetstatistik/> <http://en.soi2014.se/>

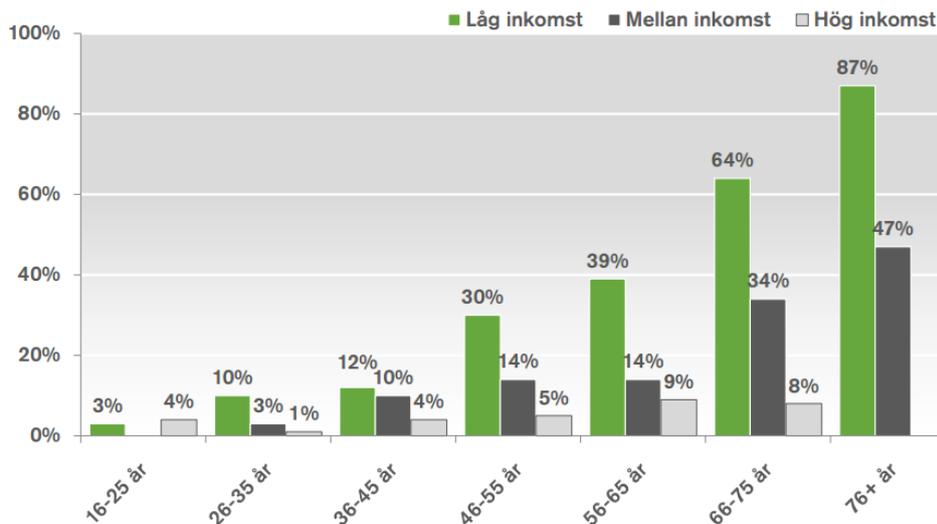


Fig. 1 this graph shows the distribution between age groups and income groups for people **not** using internet on a daily basis, 2009. Green bar = low income, black bar = middle income, grey bar = high income. ⁶

At 2009 age and income was two major factors for being excluded. The connection between the level of income and exclusion was more evident among the elderly. In *The Swedes and the internet 2009* O. Findahl concluded that during the two years from 2007 to 2009 the internet penetration was slowing down, flattening curves was expected. ⁷

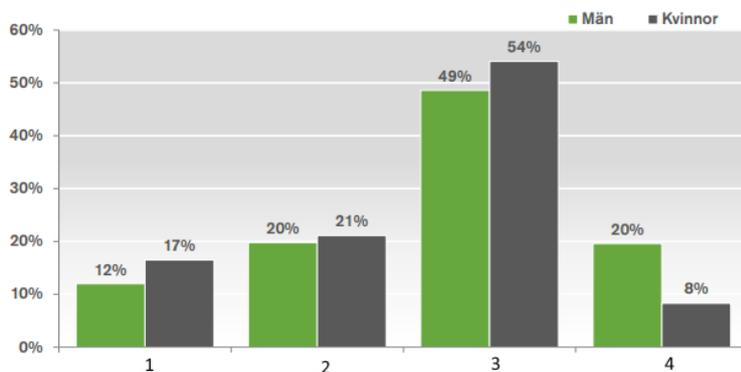


Fig 2 perceived ICT skills, green = males, black = females. No 1: not at all skilled. No 2: not very skilled. No 3: fairly skilled. No 4: very skilled⁸.

Also gender was at 2009 a factor to take in account, 17% of the females (black bar) were feeling that they entirely lacked ICT skills, and only 8 % of the females stated that they were very skilled ICT users!

⁶ The Swedes and the internet 2009 https://www.iis.se/docs/Svenskarna_och_Internet_20091.pdf p. 56

⁷ https://www.iis.se/docs/Svenskarna_och_Internet_20091.pdf p. 12

⁸ https://www.iis.se/docs/Svenskarna_och_Internet_20091.pdf diagram 9:3, p.51

WHAT TO DO?

Swedish Association of County Librarians⁹ decided to take action and applied for a grant to be able to employ a national coordinator with the goal to gather stakeholders and operators from outside and inside the library sector. They named it “the ICT Boost”.

The ICT Boost could be regarded as a national umbrella under which different organizations¹⁰ could gather and discuss the dangers of digital exclusion and also solutions that could be achieved with a joint action.

The ICT Boost concluded that a common ground was dealing with inclusion from the individual’s point of view, the feeling of inclusion or hindrance. The individual’s specific needs and context had to be the common focus.

In the autumn of 2009 the ICT Boost was too small; it became difficult to keep all the stakeholders together and the campaign Digidel2013¹¹ was born.

LAUNCHING A NATIONAL CAMPAIGN, *DIGIDEL 2013*

In mid-autumn 2009 a small inner circle of dedicated people, me included, drew up the outlines for both the proclamation and the campaign.

One big operator and stakeholder took on the responsibility to finance the campaign all three years. The Internet Infrastructure Foundation .SE¹² put up a Digidel office with staff, a website, and arranged a long series of events, seminars, conferences and member meetings for all partners in the Digidel network.

Beside the Digidel office, two national groups formed: a board and an operational group. The board focused on dialogue with stakeholders and the government, seeking funding and strategic partnerships. The operative group coordinated all actions taken to get projects started all over Sweden. This group decided on a yearly agenda of focus weeks, conference participation, media coverage, etc.

All operators who participated in the two groups promised a substantial commitment to the goal, but from each organizations point of view. Each organization became a platform for the partnership, amplifying parts of the organizations main goals that coincided with the campaign’s main goal (reducing the group of digital excluded by 500 000 individuals). All operators brought in their own target groups and ways of reaching them. In many cases several operators had the same target group and could cooperate, new alliances formed even in other areas besides digital exclusion.

The Digidel network adopted a common credo:

- Free of charge.
- Freely (no pushing, the participants come because they want to learn).
- Focus on the person.
- Free access to information and knowledge, democracy, culture and lifelong learning.

⁹ Sveriges Länsbibliotekarier, Swedish Association of County Librarians. In Sweden each County are by law enforced to have a regional library function, who is supporting development in all sorts of ways..

¹⁰ I have added a list of participators of the ICT Boost umbrella in a table in Appendix.

¹¹ The name Digidel is short for digital delaktighet, digital inclusion.

¹² .SE (The Internet Infrastructure Foundation) is an independent organization for the benefit of the public that promotes the positive development of the internet in Sweden. <https://www.iis.se/english/about-se/>

We used two categories of operators: partners and devotees. A devotee is a single person without an organization. All partners and devotees had to express their commitment to the campaign in a letter of intent and this was published on the website¹³.

The base of the Digidel network was, and still is, the projects, the ones that do the actual work to introduce people to the internet. Most projects got their funding from their mother organization, the municipal or county/region, and sometimes both. During the campaign there was also a possibility for the projects to seek founding from The Internet Infrastructure Foundation.

Most of the projects consisted of a library and one or more other organizations. Usually the library did the marketing, putting up posters about upcoming learning or inspiration sessions in the library, using the library's computers and equipment. The tutors were either library staff or someone from the partner organizations or invited speakers.

The Digidel campaign set requirements for all the projects. The first learning sessions should always be free of charge. For participants who want a deeper knowledge a mini course with three thematically learning sessions at a cost of 300 SEK (about 30 €) could be offered.

During the campaign the following statements were to be considered as the common ground for all participating organizations, partners and devotees:

- Digital inclusion is a demand for a well-functioning democracy.
- Everyone living in Sweden should have the opportunity to become digitally included.
- Know-how is important for digital inclusion.
- Usability and accessibility for everyone are important factors for digital inclusion.
- Many can help many becoming digitally included.
- Digital inclusion is a matter for all people and all sectors in the society

During the campaign a lot of experiences had been gathered in both the board and the operative group. This was summarized in a concluding report delivered to the Ministry of Enterprise and Innovation in December 2013¹⁴.

When the campaign came to an end, we had 56 devotees and 435 partners. The Digidel campaign had delivered approx. 1 320 undertakings; training sessions, support and events to nearly 278 000 participants, 70-75% of them visited a library to learn more about the internet. At the end of 2013, Digidel had projects running in all 21 Swedish counties.

The Digidel campaign came to a close at December 31 2013¹⁵. In January 2014 the Digidel office closed down, the last updates of the Digidel Website was made; and the financial support came to an end. From January 2014 the work continued as a network; Digidelnätverket¹⁶.

¹³ National library of Sweden commitment to Digidel <http://www.digidel.se/partner/kungliga-biblioteket/>

¹⁴ <http://www.mynewsdesk.com/se/pressreleases/16-foerslag-oeverlaemnas-fraan-digidel-2013-till-it-ministern-idag-943031>

¹⁵ Digidel2013 - The Movie <https://www.youtube.com/watch?v=s8OIGvYhID4> (Video summary)

¹⁶ <https://samverkansledningendigidel.wordpress.com/>

DIGIDEL REFLECTING THE LYON DECLARATION

I would say that the Digidel campaign and its continuation, the Digidel network, have been working from the same values as expressed in the [Lyon Declaration](#).

I will highlight some experiences from Digidel and connect it to the Lyon Declaration, showing that it is possible to achieve a lot with a grassroots network without a state funding, and without being given a mission from the government. Digidel shows that a national network can join organizations that seem to be difficult to unite. Digidel shows that difference in goals and missions can be bridged by a broad proclamation that is responsive to the differences and yet strong enough to make an impact.

Digital inclusion as a remedy for poverty and giving empowerment – [Lyon 1](#) [Lyon 2](#)

Even though Sweden is one of the richest countries globally, poverty still exists. There are individuals lacking resources for their daily needs, homeless, and left to begging.

Sweden is also a country that is in the fore front of adopting digital services. Most of the official services from the state and local government, as well as from the commercial vendors, are based on access to the internet.

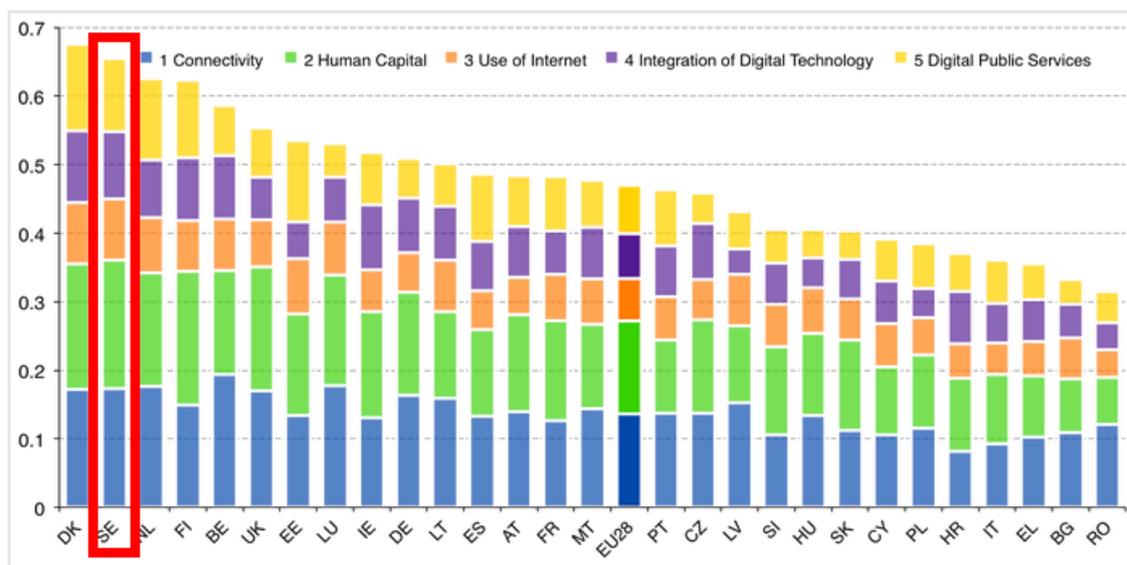


Fig 3. The Digital Economy and Society Index (DESI) is a composite index that summarizes relevant indicators on Europe's digital performance and tracks the evolution of EU member states in digital competitiveness. 2015 Sweden is in position two in Europe.¹⁷

Sweden follows the same pattern as in many other countries, the already weak groups are the most likely to become digitally excluded. Especially elderly, but also people with low income, less education and women are the groups in the danger zone of becoming excluded. Being digitally excluded means less opportunities to take part in society, apply for jobs or social security, to find cheaper living, better prices of consumption, better ticket prices and so on.

¹⁷ <https://ec.europa.eu/digital-agenda/en/digital-economy-and-society-index-desi>

One of the many Digidel projects was Krinolinen. At Krinolinen homeless alcoholics are given treatment. Due to Digidel they were also offered a computer and education on how to use the Internet to improve their daily lives. Krinolinen had drawn the conclusion that the most important step for the homeless was getting an e-mail account, without e-mail you don't exist, as one of the homeless said. An e-mail account is absolutely necessary for being able to deal with all social services, health care etc. since they lack a permanent home address for ordinary mail. The second most important proved to be a Facebook account; they used it as an AA online, and as a way of keeping in touch with family and friends.

In Sweden our Library Act¹⁸ states that **all** people, independent of origin and state affiliation have the right to the services that the public library offers. A growing group of users are asylum seekers, newly arrived to Sweden. Usually they visit the library at an early stage of their stay, and start to use both the library collections as well as the digital opportunities. In Sweden immigrant family members between the ages of 18 and 64 are offered civic orientation¹⁹ as a free course. As a Digidel project by the county of Östergötland, the civic orientation also included digital skills. Public libraries in cooperation with the asylum shelters, Peoples Education and local NGO's has been able to give 12 hours of digital skills in the participant's native language. At least 24 bilingual people have been educated to become Internet guides/tutors, to support the immigrants in this Digital Citizenship course. 980 immigrants have participated in the course during the period of January 2012 and June 2014.²⁰

Exclusion by age

The survey *Pensionärerna och internet*²¹ shows that the Internet penetrations are slow among the elderlies. In 2009 18 % of seniors born in the twenties and 45 % of seniors born in the thirties used the Internet. At 2014 about two thirds of the oldest (born in the twenties) were excluded from the digital services, online news and entertainment, health information and social exchange with family and relatives.

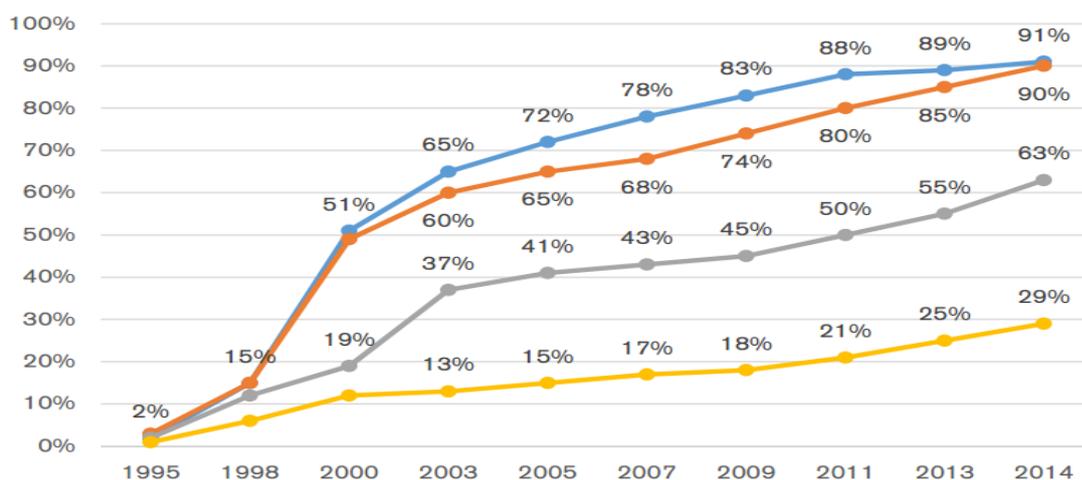


Fig 4, Internet penetration in Sweden 1995 – 2014.¹⁸

¹⁸ <http://www.grenzenloslesen.de/wpprojekt/wp-content/uploads/2013/12/Bibliotheksgesetz-Schweden.pdf>

¹⁹ The civic orientation includes information about the immigrants' rights and obligations, about Swedish democracy and how the Swedish society is organised. http://www.nyiostergotland.nu/engelska/utokade_malgruppen.htm

²⁰ http://www.lansbibliotek.ostsam.se/uploads/img/doc/Slutrapport_Digidel_2013_%C3%96sterg%C3%B6tland.pdf page 7

²¹ https://www.iis.se/docs/Pensionarerna_och_internet_2014.pdf p. 12

We had a great number of activities within the Digidel campaign targeting the elderly. One of the NGOs in the Digidel network is SeniorNet Sweden.²² In many cases a public library cooperated with a SeniorNet club, and arranged activities specially designed for elderly, performed by elderly.

One very successful Digidel project is *IT-Guide*²³. It started as a small project with some teen immigrants, who had been in Sweden a short time, and a need for help to senior citizens with ICT²⁴. IT-Guide established small ICT cafés at two retirement homes. There they helped all the elderly who wanted to learn about computers, the Internet, tablets, and mobile telephones. The elderly in return helped the teens improving their Swedish, as the guides helped the seniors to become digitally included.

Today IT-Guide has grown and has gone from being a project to become a solid function²⁵ at many places in cooperation with a public library. IT-Guide have developed two more concepts; help to apply for work and teaching ICT skills to adult immigrants in their native language.

IT-guide is an example of a project that started without a connection to a library, but thanks to the Digidel campaign and the regional Digidel network there are today a formal collaboration between several public libraries and IT-Guide.

During the campaign the network meetings were an important part. On the national level the Digidel office arranged network meetings with invited guest speakers. Exchange of experiences and meeting each other were a central part of these meetings. New informal and formal alliances were formed in connections to the meetings. Partners from the same city discovered each other. Projects targeting the same user groups could exchange experiences specific for that particular user group. Most of the network meetings were broadcasted live on Internet link, and made available as YouTube videos²⁶. Also the concept DigiMeet was invented, everyone who wanted to talk about a project or share experiences got approx. 5 min speech time each. About 40 short videos are available at YouTube²⁷.

Exclusion by gender (Lyon 2)

Even if the gender difference has generally disappeared during recent years, we can still observe a gender difference in some of our target groups. It is usually connected with level of education and income. The biggest difference between males and females are among the seniors. In the group of elderly women, there are fewer internet users due to low education and no tradition of being involved in activities like using the Internet. Other reasons could be the preconception that everything technical is too difficult for women to learn. In some cases it could be because the women are belonging to another cultural pattern, where they are bound to their homes.

“SeniorNet is an ideological and politically independent association. Our goal is to promote seniors' use of digital information technology for participation in today's society.”

²² <http://translate.google.com/translate?hl=sv&sl=sv&tl=en&prev= dd&u=http%3A%2F%2Fwww.seniornet.se%2F>

²³ <http://www.it-guide.se/in-english.html>

²⁴ <http://www.it-guide.se/uploads/2/3/0/9/23092200/english.pdf>

²⁵ YouTube video, English subtitle https://www.youtube.com/watch?v=fOvdGtULJ_Y

²⁶ <https://www.youtube.com/user/Digidel2013/videos>

²⁷ https://www.youtube.com/results?search_query=%22DigiMeet%22&page=1

DigIT Karlsund , was an ICT introduction for females where The Peoples University cooperated with local public libraries. DigIT was targeting women with children. While the mothers learnt ICT, the children were taken care of by other staff. Also young girls were coached to become tutors to the women, teaching in their native language. This project also had an expressed gender perspective and came to be a starting point for new groups and activities.

Jalla Världen was a cooperation project between a neighborhood community and the public library in Bagarmossen. The target group was immigrant women with basic ICT skills. In Jalla världen they took it one more step, a common interest in food resulted in a food blog www.tagine.se .

Jalla Världen and DigIT Karlsund are examples of projects supporting Lyon [2 b](#)) and [2 d](#)) by giving the participants the skills to use the Internet for their own purposes, and without being reliant on their children or male relatives. Jalla Världen went on to arrange driving lessons giving the women possibility to get a driver's license. This empowered the women, gave them independence and better chances to get a job.

[Lyon 4c](#) reflects the heart of Digidel, connecting, building networks, finding strategic cooperation or partnerships. I will argue that, with a core of dedicated people, and organizations that can provide a platform for joint efforts, it is possible to grow strong, forming lasting ties and influence local, regional and national plans and strategies.

In Sweden the public libraries have made it clear that the network at the national level is important to give impetus and a feeling of unity, aiming to the same goal. I asked one of the project managers on the regional level to summarize why the national network is so important:

"Digital inclusion is not just a question of a municipality or a library; we all share the same problems and opportunities across Sweden to get more people included in the digital society. Being part of a national network is important from several aspects, but above all a national network has so much more power than a single region. We needed a locomotive that pulls. When we have that, we want to and dare influence more people to become digitally involved we want everybody to get on the digital train." Kira Berg, Östergötland²⁸

The Get Online Week (GOW)²⁹ event have showed the power of a common concept to gather around, and since it is a EU initiative, common for many countries in Europe it gives extra energy, examples given in the movie from [Get Online Week 2015](#) at YouTube (English subtitle).

	<i>Number partners</i>	<i>Number libraries</i>	<i>Total numbers participants</i>
GOW 2011	9	?	?
GOW 2012	66	?	3 425
GOW 2013	111	?	4 291
GOW 2014	79	58	4 803
GOW 2015	121	73	3 089

²⁸ Personal communication with Kira Berg, project manager, Östergötland County

²⁹ <http://www.getonlineweek.eu/>

MAKING AN IMPACT

In the Swedish Library Act there is a paragraph saying that each municipal and county must have a library plan, a document that describes the library functions and activities. During the last years it is clear that most of the library plans contains a part about digital inclusion, and stating activities that the library will offer to promote inclusion.

Another type of plans is the regional/county cultural plans. The Swedish Arts Council has been given the task to carry out and put into effect the cultural policy determined by the Swedish government and parliament³⁰. Each county presents a plan for the coming two to four years, where they describe their priorities and development areas for the seven cultural areas³¹. The earliest plans did occasionally mention digital inclusion briefly in the chapter about the library. From 2012/13 there have been a rising focus on digital inclusion, the descriptions becoming more detailed, the ambitions being raised and from the last round of plans; I noticed that digital inclusion has in some of the plans been treated as something that matters to all seven cultural areas. In the plan from the County of Uppsala the aims for digital inclusion is presented at the very beginning of the plan as an overall objective.

It is also possible that the Digidel campaign has made an impact on and affected the Swedish Library Act. The libraries intense effort with raising the digital skills and discussing the importance of digital skills for inclusion and ones possibilities of being part of a democratic society may have influenced the preparatory work for the new act. In the ministry letter “digital literacy” is a notion that occurs.

In order to highlight the importance of so-called digital literacy, the i.e. to utilize information technology to gather and evaluate information [...] the public libraries in particular must strive for to improve understanding of how information technology can best be used for the acquisition of knowledge and learning. Though many today have vast knowledge of how technology works it does not apply all groups in society. Also even among those who are technically savvy, sometimes important insights about how we should relate to information found on the for example internet and how it should be valued, are missing. (Ministry letter DS 2012:13³²)

January first, 2014 the new library acts took effect, and in the seventh paragraph the act states:

§ 7 Public libraries should especially promote reading and access to literature. Public libraries should work to increase knowledge of how information technology can be used for acquisition of knowledge, learning and participation in cultural activities.

This paragraph has given the Swedish public libraries a solid platform for a continued and sustainable work to increase the digital literacy and, maybe most important of all, the feeling of inclusion!

I argue that this is the most important function for the Digidel campaign and network. Thanks to the mix of organizations participating in the network the strength of argumentation has

³⁰ <http://www.kulturradet.se/en/In-English/Cultural-policy/>

³¹ <http://www.kulturradet.se/en/In-English/Cultural-policy-objectives/>

³² <http://www.regeringen.se/contentassets/99b546bd5ae843a08a0dd2ac48241351/ny-bibliotekslag-ds-201213> p.31

become more powerful. The name Digidel and the network have given more power to the local libraries and other civil society organizations (CSO's) and non-governmental organizations (NGO's) to get local project funding and raise money for joint projects. The Digidel network has already worded the strong arguments for why every municipal need to do something to secure the rights of every individual not to be excluded. There are experiences to learn from, and to continue to develop. Digidel has provided the growing soil for small libraries to get strong and coordinated with others, giving the patrons and residents a place to go, and someone to ask for help, and by that being able to make their voice heard in the digital channels³³.

[Lyon 4 f](#) brings up two issues to consider for the libraries.

- The skills of the staff
- Ethical dilemmas for the staff

Our digital landscape is not static, it develops constantly and this makes it necessary for library staff to continuously develop their digital skills. Also it will be crucial for the library organization to offer professional development/education to the staff, not one time, but repeatedly.

We noticed during the Digidel campaign that there were a big need for staff training sessions, time to explore and to get own experiences of the services in which one are going to support to the patrons. This also connects to the staff's personal interests; some are more eager and quick to learn, and some are more reluctant. This will become a leadership issue in the future.

The staff is also left to their own good judgement when it comes to ethical dilemmas; how far into a person's private matters can the library assist? Is it okay to open the patron's bank account, read mail from tax authorities, courts and so on? And who is responsible if mistakes are made?

[Lyon 5](#): I argue that we have to protect the library as a physical room, a place to visit and a place to meet others, people who can help and support with digital skills, literacy and also to some extent hard- and software issues. In these days large parts of the library services have been put online, giving the patrons direct access to extensive parts of the libraries collections, databases, and services. But for the individuals still outside the digital society the library as a place to visit will be even more important in the future. At the library one can get free access to the Internet and computers, even if one is an immigrant, homeless or without economical resources. Free access as a fundamental key for digital inclusion has been pointed out by IFLA May 2014 at The Commission on Science and Technology for Development (CSTD)³⁴.

With a dense weave of places giving free public access, the full potential of the society's services and the libraries digital offer can be used by as many as possible. In Sweden the so called Digitalisation Commission has made a proposition to the government to give the residents support at digital service centres.³⁵

³³ In Sweden there have been several initiative's to strengthen the civil dialogue by using digital channels.

<https://digitaliseringskommissionen.se/rapporter/kartlaggning-av-indikatorer/demokrati/>

³⁴ http://www.ifla.org/files/assets/hq/topics/libraries-development/documents/ifla-apc-tascha_english_20140509.pdf

³⁵ <https://digitaliseringskommissionen.se/wp-content/uploads/2014/06/Summary-Digital-Skills-report-March-2015.pdf> p. 9

This proposition is based on a model developed by a Digidel project called *e-service workshop*. The project has been carried out at the public libraries in Mjölby and Kalmar municipals. An e-service workshop is an easy accessible place where one can come and learn about the internet and digital technology, but also meet clerks from the municipal and other authorities, a “one stop shop” for all different questions and needs.

A key factor is an intersectional joint commitment on both regional and municipal level where all parts will cooperate to deliver best service possible, both digital as well as physical service. A group was put together with participants from all administrative branches, all levels, and people that met the patrons as well as the strategists, working top-down as well as bottom-up. The main aim of the projects was to try out the concept and collect experience.

I asked Mr. O. Findahl, the analyst of *The Swedes and the internet* to give me a short conclusion about the current situation in Sweden.

The year 2010 there were 1,5 million non-users of the Internet in Sweden, at the same time the Internet penetration slowed down and almost no new users joined. Early in 2014 the non-users was reduced to 1 million. Some of these non-users, especially elders and persons with a low education, had during these years acquired a computer and Internet access, even though they were still not users. A second wave of Internet penetration started. There are several explanations for this: an increased attention and debate about the Internet as well as increased possibilities to get help and inspiration to become a user. At the same time the pressure to use official e-services and commercial services increased, the non-users became more obvious discriminated. Children and grandchildren gave inspiration and put pressure on the seniors to become users. Digidel as a campaign organization, a network for the libraries, Peoples Educations and senior organizations, have been an apparent driving force. But from the internet statistics it is impossible to tell how much of the development that is the earnings of Digidel³⁶.

Have the feeling of digital inclusion changed during the years between 2010 and 2014? The graphs from *The Swedes and the internet 2010 and 2014* shows that the feeling of inclusion have increased for all age groups, except for 76+ years. The elders have still a low feeling of inclusion, less than 20 % feels included. The age groups 26 – 35, 36 -45 years feels most included, at 2014 more than 80 % felt included in the digital society.

³⁶ Olle Findahl, personal communication 2015-05-28.

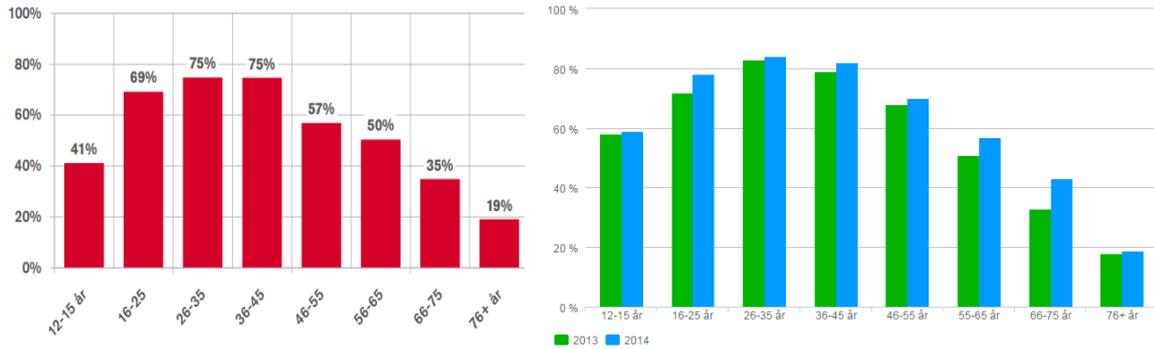


Fig 5 left the feeling of inclusion, 2010³⁷, right 2013 and 2014³⁸. In the survey there is no definitive definition of “feeling included”, the respondents could make their own interpretation.

BIG FIVE OF BUILDING AV MOVEMENT

1. Interest driven (make it playful).
2. Free access (a place to go, a person to ask).
3. Free of charge (at the first steps of learning).
4. Networks (at the national, regional and local level).
5. Build a brand.



Digital inclusion is a matter for the entire society, fundamental for the forthcoming democratic society. But it is also a huge economic momentum for the individual as well as the society.

³⁷ The Swedes and the internet 2010 t https://www.iis.se/docs/SOI2010_web_v1.pdf p. 53

³⁸ The Swedes and the internet <https://www.iis.se/docs/SOI2014.pdf> / p. 64, diagram 8.12

APPENDIX

Table 1: Organizations participating under the umbrella ICT Boost, names with a * did also commit to the declaration on the 30 of December 2010.

Swedish name of organization	English name of organization
* Sveriges Länsbibliotekarier, SLB	Swedish Association of County Librarians
Folkbildningsrådet	The Swedish National Council of Adult Education
RIO, Rörelsefolkhögskolornas Intresseorganisation	The Interest Organization for Popular Movement Folk High Schools
* Folkbildningsförbundet	Swedish non-formal adult education
Studieförbunden: * Bilda, Studieförbundet, Medborgarskolan, ABF Stockholm, * ABF, Ibn Rushd studieförbund, NBV, SV, Folkuniversitetet, * Sensus	Adult Education, various federations
UR, Utbildningsradion	UR (Swedish Educational Broadcasting Company)
* Nitus, Nätverksgruppen för IT-baserad utbildning via lokala lärcentra.	Nitus, The network of municipal learning centers in Sweden
* Svensk biblioteksörening	The Swedish Library Association
* Hjälpmedelsinstitutet, nu Myndigheten för delaktighet	The Swedish Institute of Assistive Technology
* Tal- och punktskriftsbiblioteket TPB, nu MTM	Swedish Agency for Accessible Media, MTM
* Stiftelsen för Internetinfrastruktur .SE	.SE (The Internet Infrastructure Foundation)
Post- och telestyrelsen PTS	The Swedish Post and Telecom Authority (PTS)
Bredbandsforum	The Swedish Broadband Forum
* Handisam, nu Myndigheten för delaktighet	The Swedish Agency for Participation
* Kungliga Biblioteket, KB	The National Library of Sweden

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Photos (all with permission)

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Lyon Declaration on Access to Information and Development

The Lyon Declaration of August 2014 was written in English. The wording of the English version shall prevail.

The United Nations is negotiating a new development agenda to succeed the Millennium Development Goals. The agenda will guide all countries on approaches to improving people's lives, and outline a new set of goals to be reached during the period 2016-2030.

We, the undersigned, believe that increasing access to information and knowledge across society, assisted by the availability of information and communications technologies (ICTs), supports sustainable development and improves people's lives.

We therefore call upon the Member States of the United Nations to make an international commitment to use the post-2015 development agenda to ensure that everyone has access to, and is able to understand, use and share the information that is necessary to promote sustainable development and democratic societies.

Principles

Sustainable development seeks to ensure the long-term socio-economic prosperity and well-being of people everywhere. The ability of governments, parliamentarians, local authorities, local communities, civil society, the private sector and individuals to make informed decisions is essential to achieving it.

In this context, a right to information would be transformational. Access to information supports development by empowering people, especially marginalised people and those living in poverty, to:

- Exercise their civil, political, economic, social and cultural rights.
- Be economically active, productive and innovative.
- Learn and apply new skills.
- Enrich cultural identity and expression.
- Take part in decision-making and participate in an active and engaged civil society.
- Create community-based solutions to development challenges.
- Ensure accountability, transparency, good governance, participation and empowerment.
- Measure progress on public and private commitments on sustainable development.

Declaration

In accordance with the findings of the High Level Panel on the Post-2015 Development Agenda, the post-2015 consultations of the United Nations Development Programme (UNDP) and the Open Working Group Focus Area Report, all of which identified the crucial role of access to information in supporting development, we, the undersigned, recognise that:

1. Poverty is multidimensional, and progress in eradicating poverty is linked to ensuring sustainable development across a variety of areas.
2. Sustainable development must take place in a human-rights based framework, where:
 - a) Inequality is reduced by the empowerment, education and inclusion of marginalized groups, including women, indigenous peoples, minorities, migrants, refugees, persons with disabilities, older persons, children and youth.
 - b) Gender equality, along with full social, economic and political engagement, can be significantly enhanced by empowering women and girls through equitable access to education.
 - c) Dignity and autonomy can be strengthened by ensuring access to employment and decent jobs for all.
 - d) Equitable access to information, freedom of expression, freedom of association and assembly, and privacy are promoted, protected and respected as being central to an individual's independence.
 - e) Public participation of all is ensured to allow them to take ownership of change needed to improve their lives.

3. Increased access to information and knowledge, underpinned by universal literacy, is an essential pillar of sustainable development. Greater availability of quality information and data and the involvement of communities in its creation will provide a fuller, more transparent allocation of resources.

4. Information intermediaries such as libraries, archives, civil society organisations (CSOs), community leaders and the media have the skills and resources to help governments, institutions and individuals communicate, organize, structure and understand data that is critical to development. They can do this by:

- a) Providing information on basic rights and entitlements, public services, environment, health, education, work opportunities, and public expenditure that supports local communities and people to guide their own development.
- b) Identifying and focusing attention on relevant and pressing needs and problems within a population.
- c) Connecting stakeholders across regional, cultural and other barriers to facilitate communication and the exchange of development solutions that could be scaled for greater impact.
- d) Preserving and ensuring ongoing access to cultural heritage, government records and information by the public, through the stewardship of national libraries and archives and other public heritage institutions.
- e) Providing public forums and space for wider civil society participation and engagement in decision-making.
- f) Offering training and skills to help people access and understand the information and services most helpful to them.

5. Improved ICT infrastructure can be used to expand communications, speed up the delivery of services and provide access to crucial information particularly in remote communities. Libraries and other information intermediaries can use ICTs to bridge the gap between national policy and local implementation to ensure that the benefits of development reach all communities.

6. We, the undersigned, therefore call on Member States of the United Nations to acknowledge that access to information, and the skills to use it effectively, are required for sustainable development, and ensure that this is recognised in the post-2015 development agenda by:

- a) Acknowledging the public's right to access information and data, while respecting the right to individual privacy.
- b) Recognising the important role of local authorities, information intermediaries and infrastructure such as ICTs and an open Internet as a means of implementation.
- c) Adopting policy, standards and legislation to ensure the continued funding, integrity, preservation and provision of information by governments, and access by people.
- d) Developing targets and indicators that enable measurement of the impact of access to information and data and reporting on progress during each year of the goals in a Development and Access to Information (DA2I) report.